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customer, sample, random database " "data m 1970 - 2000

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[\[PDF\] Data mining: an overview from a database perspective - all 33 versions »](#)

MS Chen, J Han, PS Yu - IEEE Transactions on Knowledge and Data Engineering, 1996 - cs.ualberta.ca

... based on customer transactions. ... Page 9. Database D TID Items 100 ACD 200 BCE 300

ABCE 400 BE Figure 1: An example transaction database for data mining ...

[Cited by 1219](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#) - [GL Direct](#)

[\[PDF\] Data mining for direct marketing: Problems and solutions - all 10 versions »](#)

CX Ling, C Li - ... Conference on Knowledge Discovery and Data Mining, 1998 - csd.uwo.ca

... Each customer is described by 299 attributes, most of ... there are enough negative examples, we sample them without ... For example, more data mining eort (also more ...

[Cited by 205](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

[Evaluation of sampling for data mining of association rules - all 31 versions »](#)

MJ Zaki, S Parthasarathy, W Li, M Ogihara - 7th Intl. Wkshp. Research Issues in Data Engg, 1997 - doi.ieeeecs.org

... a transaction date, along with items bought by the customer. ... We now present a simple example of how Apriori ... simple and very efficient for large sample size, n ...

[Cited by 108](#) - [Related Articles](#) - [Web Search](#)

[Methodological and practical aspects of data mining - all 10 versions »](#)

A Feelders, H Daniels, M Holtsheimer - Information & Management, 2000 - Elsevier

... especially if one considers data on customer transactions. ... remaining dataset is large, a sample often suffices ... It is, for example, important to couple analysis ...

[Cited by 80](#) - [Related Articles](#) - [Web Search](#)

[\[PS\] Database mining: a performance perspective - all 13 versions »](#)

R Agrawal, T Imielinski, A Swami - IEEE Transactions on Knowledge and Data Engineering, 1993 - lido.dist.unige.it

... of ski packages are mailed to a selected sample of the ... It may consist of items bought by a customer over a ... Here is an example of a rule over stock market data: ...

[Cited by 794](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

[NonStop SQL/MX primitives for knowledge discovery](#)

J Clear, D Dunn, B Harvey, M Heytens, P Lohman, A ... - ... conference on Knowledge discovery and data mining, 1999 - portal.acm.org

... method, sampling source, sampling ratio and sample size. ... For instance, customer accounts can be ranked by average ... For example, only 25 out of several hundred ...

[Cited by 28](#) - [Related Articles](#) - [Web Search](#)

[\[PS\] Efficient algorithms for discovering association rules - all 15 versions »](#)

H Mannila, H Toivonen, A Verkamo - KDD-94. AAAI Workshop on Knowledge Discovery in Databases. ..., 1994 - cs.helsinki.fi

... Applications of association rules include customer behavior ... For example, if we know that  $L2 = fAB$  ... Consider a random sample with replacement of size  $h$  from the ...

[Cited by 504](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

[\[PDF\] Mining generalized association rules - all 34 versions »](#)

R Srikant, R Agrawal - FUTURE GENER COMPUT SYST, 1997 - acm.org  
 ... rule is that transactions in the database which contain ... the items in Y. An example of such ... loss-leader analysis, store layout, and customer segmentation based ...  
 Cited by 1212 - Related Articles - View as HTML - Web Search - BL Direct

### Data Mining and Knowledge Discovery: Making Sense Out of Data - all 2 versions »

UM Fayyad - 1996 - doi.ieeecs.org  
 ... result in the loss of a sale (or even a customer). ... For example, the low-level data may consist of a ... with small data sets and addressing small sample problems. ...  
 Cited by 196 - Related Articles - Web Search - BL Direct

### Mining Very Large Databases - all 9 versions »

V Ganti, J Gehrke, R Ramakrishnan - 1999 - doi.ieeecomputersociety.org  
 ... purchase behavior, we compute for each customer the total ... These new algorithms will, for example, separate the set ... the root node for the sample input database ...  
 Cited by 123 - Related Articles - Web Search - BL Direct

### [PS] ENHANCEMENTS TO THE DATA MINING PROCESS - all 5 versions »

GH John - 1997 - robotics.stanford.edu  
 ... random unplanned events. My stepfather, Jerry Walker, somehow seemed to think it ...  
 List of Tables 1.1 Example fragment of a customer retention database. ...  
 Cited by 99 - Related Articles - View as HTML - Web Search

### Data mining using two-dimensional optimized association rules: scheme, algorithms, and visualization

T Fukuda, Y Morimoto, S Morishita, T Tokuyama - ... ACM SIGMOD International conference on Management of data, 1996 - portal.acm.org  
 ... services, (card loan or automatic withdrawal, say) for the customer. ... Example 2.3  
 In a bank's data on customers, we ... too many tuples in a large database to be ...  
 Cited by 271 - Related Articles - Web Search - BL Direct

### Data mining and the Web: past, present and future - all 19 versions »

MN Garofalakis, R Pasogi, S Seshadri, K Shim - ... the 2nd international workshop on Web information and data ..., 1999 - portal.acm.org  
 ... for discovering correlations among items belonging to customer transactions in ... is to first compute frequent itemsets using a random sample of the database. ...  
 Cited by 72 - Related Articles - Web Search

### [PS] Knowledge Discovery and Data Mining: Towards a Unifying Framework - all 10 versions »

U Fayyad, G Piatetsky-Shapiro, P Smyth - ... Proc. 2nd Int. Conf. on Knowledge Discovery and Data Mining, ..., 1996 - hugo.csie.ntu.edu.tw  
 ... goal of the KDD process from the customer's viewpoint ... focusing on a subset of variables or data samples, on which ... For example, if a sys-tem tests N models at ...  
 Cited by 369 - Related Articles - View as HTML - Web Search

### [PDF] SPRINT: A scalable parallel classifier for data mining - all 38 versions »

J Shaffer, R Agrawal, M Mehta - ... of the 22th International Conference on Very Large Data ..., 1996 - fas.sfu.ca  
 ... fields, such as retail target market- ing, customer retention, fraud ... Figure 1: Car Insurance Example ... Figure 1(b) shows a sample decision-tree classifier based ...  
 Cited by 556 - Related Articles - View as HTML - Web Search - BL Direct

### Data mining and knowledge discovery in databases - all 70 versions »

U Fayyad, R Uthurusamy - ... Communications of the ACM, 1996 - aacm.org  
 ... systems, which find patterns such as, "If customer bought X ... infer general patterns from a particular sample of an ... are a set of facts (for example, cases in ...

[Cited by 773 - Related Articles - Web Search - BL Direct](#)

### [Mining Optimized Association Rules for Numeric Attributes - Full Text@IngentaConnect - all 17 versions »](#)

T Fukuda, Y Morimoto, S Morishita, T Tokuyama - Journal of Computer and System Sciences, 1999 - Elsevier  
... card loan or automatic withdrawal, say) for one customer. ... One such example may be the balances of millions of ... 1. Sample size and probability of the error being ...

[Cited by 211 - Related Articles - Web Search - BL Direct](#)

### [EDM: A general framework for Data Mining based on Evidence Theory - all 3 versions »](#)

SS Anand, DA Bell, JG Hughes - Data & Knowledge Engineering, 1996 - Elsevier  
... customers, the bank should be able to determine which attributes make a customer a good ... Example. Consider the following sample of data from a database R(A, B, C ...

[Cited by 85 - Related Articles - Web Search](#)

### [\[rs\] Distributed data mining: Scaling up and beyond - all 5 versions »](#)

F Provost - Advances in Distributed and Parallel Knowledge Discovery, 2000 - pages.stern.nyu.edu  
... previous section included a sample selection procedure ... ment, for example, a product database typically is stored separately from a customer database—often in ...

[Cited by 26 - Related Articles - View as HTML - Web Search](#)

### [An adaptive algorithm for incremental mining of association rules - all 5 versions »](#)

NL Sarda, NV Srinivas - ... Ninth International Workshop on Database and Expert Systems ..., 1998 - doi.ieeecomputersociety.org

... consequence of new business strategies or seasonal customer demands ... may not necessarily be a good sample of the ... An example of such an incremen- tal database is ...

[Cited by 53 - Related Articles - Web Search](#)

### [\[book\] Predictive Data Mining: A Practical Guide - all 2 versions »](#)

SM Weiss, N Indurkha - 1998 - books.google.com

... 2.4.1 Independent Testing 36 2.4.1.1 Random Training and ... Samples of past experience with known answers (labels) are ... form described for the loan example is the ...

[Cited by 280 - Related Articles - Web Search](#)

### [Application of data mining techniques to load profiling](#)

BD Pitt, DS Kitschen - Power Industry Computer Applications, 1999, PICA'99. ..., 1999 - IEEEexplore.ieee.org  
... include the random nature of the sample of customers ... and between the load profiles of one customer on two ... For example, the profiles of those customers on tariff ...

[Cited by 34 - Related Articles - Web Search - BL Direct](#)

### [A Data Mining methodology for cross-sales - all 3 versions »](#)

SS Anand, AR Patrick, JG Hughes, DA Bell - Knowledge-Based Systems, 1998 - Elsevier

... for the characteristics, c, in the positive example data set, is ... exercise, the data set used was a random sample of the overall customer base consisting ...

[Cited by 32 - Related Articles - Web Search - BL Direct](#)

### [Designing a Kernel for Data Mining - all 6 versions »](#)

SS Anand, BW Sothey, MG Tan, SI McClean, DA Bell, ... - 1997 - doi.ieeecomputersociety.org

... confidence of 90% in our initial sample of database ... the granularity of the data (for example, age in ... In their customer database, the bank has two types of ...

[Cited by 66 - Related Articles - Web Search - BL Direct](#)

### [A data mining analysis of RTID alarms - all 3 versions »](#)

S Manganans, M Christensen, D Zerkie, K Herniz - Computer Networks, 2000 - Elsevier

... For example, is industry or geo- graphy a factor ... We illustrate our work on a sample of 27 Net ... source and destination IP address and port, and customer and sensor ...

[Cited by 127](#) - [Related Articles](#) - [Web Search](#)

### **Clustering association rules - all 14 versions »**

B Lent, A Swami, J Widom - ... of the Thirteenth International Conference on Data ..., 1997 - doi.ieeeecs.org

... clustered associ- ation rules are then tested for their accuracy (by the verifier) against a sample of tuples ... For example, a customer database could contain ...

[Cited by 251](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **Mining association rules: Anti-skew algorithms - all 16 versions »**

JL Lin, MH Dunham - 14th Intl. Conf. on Data Engineering, 1998 - doi.ieeeecs.org

... data, which typically contains items purchased by a customer, are collected at ... For example, if 90 of the customers who ... In case a random sample can be drawn, a ...

[Cited by 77](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **Incremental and interactive sequence mining - all 18 versions »**

S Parthasarathy, MJ Zaki, M Ogiwara, S Dwarakadas - Proceedings of the eighth international conference on ..., 1999 - portal.acm.org

... By the old sequences, we mean the set of all frequent sequences in the original database and by the ... For example, consider the customer database shown in ...

[Cited by 158](#) - [Related Articles](#) - [Web Search](#)

### **Data mining for fun and profit - all 3 versions »**

DJ Hand, G Blunt, MG Kelly, NM Adams - Statistical Science, 2000 - projecteuclid.org

... In the year in question, not a sample from them. ... An increasing trend in a customer's num- ber of ... For example, perhaps the 100 "largest" structures in the ...

[Cited by 68](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **[PDF] Fast algorithms for mining association rules - all 153 versions »**

R Agrawal, R Srikant - Proc. 20th Int. Conf. Very Large Data Bases, VLDB, 1994 - www.win.tue.nl

... In instituting information-driven marketing processes, managed by database ... example of such a rule might be that 98 ... customer segmentation based on buying patterns ...

[Cited by 5565](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

### **Methodological issues in data mining**

DJ Hand - Compstat: Proceedings in Computational Statistics, 14th ..., 2000 - books.google.com

... time series (often called episodes), anomalous customer behaviour in ... not be a nice probability sample of the ... For example, tools for clustering time series into ...

[Cited by 14](#) - [Related Articles](#) - [Web Search](#)

### **Data Mining: An Overview from a Database Perspective - all 2 versions »**

J Ming-Syan, S Philip - 1996 - doi.ieeeecs.org

... the transaction data to capture the customer behavior in ... the relaxation factor, as well as the sample size, can ... For example, in a shared nothing type parallel ...

[Cited by 35](#) - [Related Articles](#) - [Web Search](#)

### **Integrating data mining techniques with intrusion detection methods - all 2 versions »**

R Mukkamala, J Gagnon, S Jajodia - Research Advances in Database and Information Systems ..., 2000 - books.google.com

... predict the unknown behavior of a potential customer based on ... sizes, independent of the distribution of the samples, we can ... For example, let  $F_5 = F_4 * F_2 + F_1$  ...

[Cited by 28](#) - [Related Articles](#) - [Web Search](#)

### **CARDWATCH: a neural network based database mining system for creditcard fraud**

**detection**

E. Aleskerov, B. Freisleben, B. Rao - Computational Intelligence for Financial Engineering (CIFEr) ..., 1997 - [ieeexplore.ieee.org](#)

... business application areas, including customer targeting, strategic ... performed as part of database mining depend on ... For example, association and sequence-based ...

[Cited by 31](#) - [Related Articles](#) - [Web Search](#)

**A Microeconomic View of Data Mining - all 9 versions »**

J. Kleinberg, C. Papadimitriou, P. Raghavan - Data Mining and Knowledge Discovery, 1998 - Springer

... customer  $i \in C$ , indicating whether the customer will buy a ... That is, in this toy example demand is known ... first scenario, customers arrive in random order, and ...

[Cited by 100](#) - [Related Articles](#) - [Web Search](#) - [BI Direct](#)

**Evolutionary algorithms in data mining: multi-objective performance modeling for direct marketing - all 8 versions »**

S. Bhattacharyya - ... conference on Knowledge discovery and data mining, 2000 - [portal.acm.org](#)

... if resource limitations allow mailing to, say, only 20% of the total customer file or ... Table 1: Sample Decile Analysis ... Figure 2: GP parse-tree model example + \* ...

[Cited by 39](#) - [Related Articles](#) - [Web Search](#)

**Fast algorithms for projected clustering - all 29 versions »**

CC Aggarwal, J.L. Wolf, P.S. Yu, C. Procopiuc, J.S. Park - ... ACM SIGMOD international conference on Management of data, 1999 - [portal.acm.org](#)

... For many applications in customer segmentation and trend analysis ... K-Medoids method (see, for example, [18] for ... the first step, we choose a random sample of data ...

[Cited by 379](#) - [Related Articles](#) - [Web Search](#) - [BI Direct](#)

**[PDF] A PROGRESSIVE REFINEMENT APPROACH TO SPATIAL DATA MINING - all 11 versions »**

K. Koperski - 1999 - [ece.ut.ac.ir](#)

... 14.2.2 Sample R-tree . . . . . query language for mining relational data, that was developed in the Intelligent Database ... For example, if one wants to use ...

[Cited by 33](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

**Set-Oriented Mining for Association Rules in Relational Databases - all 5 versions »**

M. Houtama, A. Swami - Proceedings of the Eleventh International Conference on Data ..., 1995 - [doi.ieeecs.org](#)

... For example, all patterns  $(A, y)$  can be generated using a self-join of ... The data consists of 200,000 customer transactions ... A "random" page fetch costs about 20 ms ...

[Cited by 269](#) - [Related Articles](#) - [Web Search](#)

**Is Sampling Useful in Data Mining? A Case in the Maintenance of Discovered Association Rules - all 14 versions »**

S.D. Lee, D.W. Cheung, B. Kao - Data Mining and Knowledge Discovery, 1998 - Springer

... all the rules which have the form "A customer who buys ... Secondly, since the sample is small in size, it can ... For example, a sales database is not a static one. ...

[Cited by 44](#) - [Related Articles](#) - [Web Search](#) - [BI Direct](#)

**Database mining using multi-predicate classifiers - all 3 versions »**

M.S. Chen, P.S.L. Yu - US Patent 5,727,199, 1998 - [freepatentsonline.com](#)

... ranges, genders, and/or zip codes, of a customer, indicate the ... Consider a sample profile for classifying 15 children, shown in Table 1, as an example. ...

[Cited by 25](#) - [Related Articles](#) - [Cached](#) - [Web Search](#)

**Using data mining and datawarehousing techniques - all 4 versions »**

K Forcht - Industrial Management and Data Systems, 1999 - emeraldotsight.com  
 ... data mining are latent variables, sample selection bias ... of influence." Children,  
 for example, are generally ... with excellent product quality and customer service ...  
 Cited by 19 - Related Articles - Web Search - BL Direct

**Probabilistic Estimation-Based Data Mining for Discovering Insurance Risks** - all 8 versions »  
 C Apté, E Grossman, EPD Pednault, BK Rosen, FA ... - IEEE INTELLIGENT SYSTEMS, 1999 - doi.ieeeecs.org  
 ... can be a stratified random sample in which ... specific constraints—for example, actuarial  
 credibility ... realize competitive advantage from their customer data. ...  
 Cited by 39 - Related Articles - Web Search

**Beyond market baskets: generalizing association rules to correlations** - all 38 versions »  
 S Brin, R Motwani, C Silverstein - ... ACM SIGMOD international conference on Management of data, 1997 -  
 portal.acm.org  
 ... Is the actual likelihood of seeing a customer purchase both ... Both level-wise and random  
 walk algorithms ... itemsets are supported (to use a concrete example of a ...  
 Cited by 745 - Related Articles - Web Search - BL Direct

**Data mining: data analysis on a grand scale?** - all 7 versions »  
 P Smyth - Statistical Methods in Medical Research, 2000 - smm.sagepub.com  
 ... For example, the BIRCH algorithm of Zhang et al. ... Note that merely generating a random  
 sample from a large database stored on disk may itself be a nontrivial ...  
 Cited by 27 - Related Articles - Web Search - BL Direct

**Context-Based Similarity Measures for Categorical Databases** - all 5 versions »  
 G Das, H Mannila - PDKK Conference, 2000 - Springer  
 ... data components are assumed to be samples of underlying ... are equidistant from each  
 other (for example, a Coke ... to a Pepsi customer than to a Mustard customer). ...  
 Cited by 23 - Related Articles - Web Search - BL Direct

[PDF] **Data Preparation for Mining World Wide Web Browsing Patterns** - all 24 versions »  
 R Cooley, B Mobasher, J Srivastava - ... Knowledge and Information Systems, 1999 - mis.nyu.edu.tw  
 ... all of the items purchased by a customer at one ... For example, since temporal information  
 is not needed for ... Table 2. Summary of Sample Log Preprocessing Results ...  
 Cited by 1008 - Related Articles - View as HTML - Web Search

**Dynamic Itemset counting and implication rules for market basket data** - all 23 versions »  
 S Brin, R Motwani, JD Ullman, S Tsur - ... ACM SIGMOD international conference on Management of data, 1997 -  
 portal.acm.org  
 ... The items are products and the baskets are customer purchases at ... 30f course in this  
 example we assumed best of s ... His technique was to sample the data using a ...  
 Cited by 979 - Related Articles - Web Search - BL Direct

**Feature Subset Selection within a Simulated Annealing Data Mining Algorithm** - all 3 versions »  
 JCW Debusse, VJ Rayward-Smith - Journal of Intelligent Information Systems, 1997 - Springer  
 ... For example, consider two classes, A and B, each with equal ... For a database with Boolean  
 valued output, where the probabilities of a random record having ...  
 Cited by 24 - Related Articles - Web Search - BL Direct

[PDF] **An Introduction to Data Mining** - all 4 versions »  
 K Thearling - Retrieved from http://www.thearling.com/text/dmwhite/ ..., 1996 - thearling.com  
 ... Will customer file bankruptcy (yes/no) ... positive — Dependent on sample ordering —  
 Solution: average over multiple samples ... 30 Example: Workflow in Oracle 11i ...  
 Cited by 14 - Related Articles - View as HTML - Web Search

## Turning Datamining into a Management Science Tool: New Algorithms and Empirical Results - all 8 versions »

LG Cooper, G Giuffrida - Management Science, 2000 - INFORMS

... of-sample results—a hold-out sample of almost ... customiza- tion of targeting, service, or customer support ... are not "General Foods" in this example), and the ...

Cited by 29 - Related Articles - Web Search - BL Direct

## [book] Data Preparation for Data Mining - all 2 versions »

D Pyle - 1999 - books.google.com

... 1-55860-529-0 1. Database management ... Summary 188 • • Supplemental Material 189

Confidence Samples 189 ... Material 446 Entropic Analysis—Example 446 Surveying ...

Cited by 504 - Related Articles - Web Search

## Rock: A robust clustering algorithm for categorical attributes - all 33 versions »

S Guha, R Rastogi, K Shim - Information Systems, 2000 - Elsevier

... [7] uses a combination of random sampling and partition ... and a scoring metric is used to assign customer transactions to the best item cluster. For example, ...

Cited by 583 - Related Articles - Web Search - BL Direct

## [book] Focusing Solutions for Data Mining: Analytical Studies and Experimental Results in Real-World ... - all 2 versions »

T Reinartz - 1999 - Springer

... classification accuracies of nearest neighbor classifiers in combination with simple random sampling. ... 25 2.4.1 Database Tables ... 3.4 Focusing Context Example 54 ...

Cited by 29 - Related Articles - Web Search - BL Direct

## Set-oriented data mining in relational databases - all 8 versions »

M Houtsma, A Swami - Data & Knowledge Engineering, 1995 - Elsevier

... A random page fetch costs about 20 ms. ... The example database consists of 10 transactions where each transaction has 3 ... The customer transactions are shown in Fig ...

Cited by 28 - Related Articles - Web Search

## Data mining for the enterprise - all 2 versions »

C Kleissner, A Technol - System Sciences, 1998., Proceedings of the Thirty-First ..., 1998 - IEEEexplore.IEEE.org

... help retain these customers thereby diminishing customer attrition. ... the model against multiple other samples of the ... For an example of a tight integration of a ...

Cited by 24 - Related Articles - Web Search - BL Direct

## Method, apparatus and programmed medium for clustering databases with categorical attributes - all 3 versions »

S Guha, R Rastogi, K Shim... - US Patent 6,049,797, 2000 - freepatentsonline.com

... and a scoring metric is used to assign customer transactions to ... For example, even though a pair of clusters are ... are reduced by drawing a random sample of data ...

Cited by 20 - Related Articles - Cached - Web Search

## [book] Solving Data Mining Problems Through Pattern Recognition

RL Kennedy - 1997 - Prentice Hall PTR

Cited by 78 - Related Articles - Web Search

## Online association rule mining - all 24 versions »

C Hicber - ACM SIGMOD Record, 1999 - portal.acm.org

... customer buying patterns is useful for customer segmentation, cross ... We illustrate Phase1 on an example in Subsection ... is to take a random sample of suitable size ...

Cited by 190 - Related Articles - Web Search - BL Direct

**Purchase prediction in database marketing with the ProbRough system** - all 3 versions »  
 D Van den Poel, Z Piasta - Proceedings of the International Conference on Rough Sets ..., 1998 - Springer  
 ... technique to rank the total customer base and mail to the best part of its customer  
 base. ... A random sample from the mail-order company database from an ...  
 Cited by 9 - Related Articles - Web Search - BL Direct

**Mining navigation history for recommendation** - all 26 versions »  
 X Fu, J Budzik, KJ Hammond - Proceedings of the 5th international conference on ..., 2000 - portal.acm.org  
 ... be aggregated from items bought by a customer over an ... For example, one test set  
 attempted to simulate users interested in ... and the other 75% from the random pool ...  
 Cited by 139 - Related Articles - Web Search

**Fuzzy clustering in data mining for telco database marketing campaigns**  
 S Russell, W Lodwick - Fuzzy Information Processing Society, 1999. NAFIPS. 18th ..., 1999 - ieeeexplore.ieee.org  
 ... and that they are not totally random in this ... to one) for each point (a prospective  
 customer's attribute ... However, for example, the geographical center of the ...  
 Cited by 11 - Related Articles - Web Search

**Rough Sets for Database Marketing**  
 D Van den Poel - Rough Sets in Knowledge Discovery, 1998 - books.google.com  
 ... province of Belgium the customer lives in 3.1 Discriminant ... 5 performs reasonably  
 well on this example. ... a drop-off between the learning and validation sample. ...  
 Cited by 10 - Related Articles - Web Search

**A parallel scalable infrastructure for OLAP and data mining** - all 11 versions »  
 S Goll, A Choudhary - Database Engineering and Applications, 1999. IDEAS'99. ..., 1999 - ieeeexplore.ieee.org  
 ... as financial modeling (budgeting, plan- ning), sales forecasting, customer and product ...  
 For example, be- ... the base cube is done using a sample based partitioning ...  
 Cited by 36 - Related Articles - Web Search

**Mining clusters with association rules** - all 13 versions »  
 WA Kusters, E Marchiori, AAJ Oerlemans - Advances in Intelligent Data Analysis, LNCS, 1998 - Springer  
 ... For example, in one of the datasets about 50% of ... number of products per customer  
 was 2.11, with mean ... Sample D4 consisted of n = 10, 000 other customers from ...  
 Cited by 19 - Related Articles - Web Search - BL Direct

**Can Statistical Modeling Help with Data Mining? A Database Marketing Application for US  
 Hotels** - all 4 versions »  
 AM Morrison, G Bose, JT O'Leary - Journal of Hospitality and Leisure Marketing, 2000 - haworthpress.com  
 ... The total cardholder customer count was 56,328 ... test samples distinguished the customers  
 in the validation samples. ... For example, this means that it was expected ...  
 Cited by 6 - Related Articles - Web Search - BL Direct

[BOOK] **Knowledge discovery in databases** - all 2 versions »  
 W Frawley, G Piatetsky-Shapiro... - 1991 - capita.wustl.edu  
 ... a mobile phone without information about a customer's car ... databases do not consist  
 of random samples and might ... treatment of missing data, for example, is again ...  
 Cited by 69 - Related Articles - View as HTML - Web Search

**Random sampling method for use in a database processing system and a database  
 processing system** ... - all 3 versions »  
 K Ushijima, S Fujiwara, K Masai, Y Takahashi, I ... - US Patent 5,890,150, 1999 - freepatentsonline.com  
 ... for table T is SC and sample grouped column ... conversion of the above-mentioned query  
 example into the ... A(order amount,{customer category, priority, transportation ...



[Cited by 7](#) - [Related Articles](#) - [Cached](#) - [Web Search](#)

### **[CITATION] Data Mining and Knowledge Discovery in Databases-An Overview**

MJ Mackinnon, N Glick - Australian & New Zealand Journal of Statistics, 1999 - Blackwell Synergy  
... instance, the definition of a random sample is unclear ... the identification of similar customer profiles (cluster ... For example, OLAP is inherently constrained by ...

[Cited by 13](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **[PDF] Mining Large Itemsets for Association Rules - all 5 versions »**

CC Aggarwal, PS Yu - Data Engineering Bulletin, 1998 - postech.ac.kr  
... is useful in making decisions such as customer targeting, shelving ... Consider for example a database in which the ... The weakness of using random sampling is that it ...

[Cited by 53](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

### **Adaptive Fraud Detection - all 12 versions »**

T Fawcett, F Provost - Data Mining and Knowledge Discovery, 1997 - Springer  
... shows some chronological call data from an example (fabricated) frauded ... the fields shown are just a sample; our call ... the call was placed by the customer or the ...

[Cited by 269](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **Maintaining a random sample of a relation in a database in the presence of updates to the relation - all 3 versions »**

PB Gibbons, Y Matias, V Poosala - US Patent 6,012,064, 2000 - Google Patents  
... The particular values entered in the attribute of a relation for a given customer constitute tuples of ... For example, uniformly random samples of the ...

[Cited by 7](#) - [Related Articles](#) - [Web Search](#)

### **Data Mining: New Challenges for Statisticians - all 11 versions »**

DJ Hand - Social Science Computer Review, 2000 - ssc.sagepub.com  
... capture means that a supermarket customer's complete ... For example, Hand, McConway, and Stanghellini (1997) describe a ... of the behavior of the sample that was ...

[Cited by 19](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **Parallel and Distributed Association Mining: A Survey - all 10 versions »**

MJ Zaki - 1999 - doi.ieeeecomputersociety.org  
... Consider the example bookstore-sales database shown in ... contained in at least three customer transactions (min\_sup ... Random search to locate the maximal frequent ...

[Cited by 214](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

### **[PDF] Scaling up inductive algorithms: An overview - all 5 versions »**

F Provost, V Kolluri - Proc Third Intl. Conf. Knowledge Discovery and Data Mining, 1997 - bit.csc.lsu.edu  
... large repositories of customer, operations, scientific ... Main Approach General Methods Example Techniques ... feature selection Process samples concurrently multiple ...

[Cited by 22](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

### **Data mining techniques for optimizing inventories for electronic commerce**

A Dhond, A Gupta, S Vadhanakar - ... conference on Knowledge discovery and data mining, 2000 - portal.acm.org

... Each of these training samples differs from another data ... For example, Bulsari and Saxen [5] used feed ... level of probability that a particular customer's demand ...

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### **Automatic subspace clustering of high dimensional data for data mining applications - all 50 versions »**

R Agrawal, JE Gehrke, D Gunopulos, P Raghavan - US Patent 6,003,029, 1999 - Google Patents  
 ... Examples of clustering applications include customer seg-mentation ... Yet another example is a combination of these ... The number of database passes performed by ...  
 Cited by 1094 - Related Articles - Web Search - BL Direct

**Locating and sampling of data in parallel processing systems** - all 3 versions »  
 CL Bird, GD Wallis - US Patent 6,049,861, 2000 - Google Patents  
 ... Perhaps the name of the customer will be disregarded ... For example, sampling every seventh, or thirty seventh, record ... While an initial sample could in theory be ...  
 Cited by 6 - Related Articles - Web Search

**[PS] Data Mining Research: Opportunities and Challenges**  
 R Grossman, S Kasif, R Moore, D Rocke, J Ullman - ... NSF workshops on mining large, massive, and distributed data ..., 1998 - csi.mtu.edu  
 ... Initially, the nodes are connected with random weights ... What product is this customer most likely to buy next ... For example, the computing resources for data mining ...  
 Cited by 16 - Related Articles - View as HTML - Web Search

**A framework for measuring changes in data characteristics** - all 17 versions »  
 V Ganli, J Gehrke, R Ramakrishnan - ... ACM SIGMOD-SIGACT-SIGART symposium on Principles of database ..., 1999 - portal.acm.org  
 ... As a second example, a marketing analyst may ... across sev, era1 datasets of customer transactions collected ... to determine the appropriate sample size (Section 6 ...  
 Cited by 85 - Related Articles - Web Search

**[PDF] Knowledge Discovery** - all 5 versions »  
 D Mining - Tandem Computers Inc, 1996 - www-users.cs.york.ac.uk  
 ... For example, a database recording customer purchases at a ... up promotion campaigns targeted at specific customer subgroups or ... Figure 3(a) is a sample of decision ...  
 Cited by 5 - Related Articles - View as HTML - Web Search

**[PS] Data Mining in Direct Marketing Databases** - all 4 versions »  
 P van der Puken - Complexity and Management: A Collection of Essays, World ..., 1999 - liacs.nl  
 ... For example, in the vodka case we found out that the average vodka drinker does not ... A random sample, the training set, was drawn from the customer base ...  
 Cited by 6 - Related Articles - View as HTML - Web Search

**[PS] Maintenance of discovered association rules: When to update** - all 4 versions »  
 SD Lee, DW Cheung - Research Issues on Data Mining and Knowledge Discovery, 1997 - cs.hku.hk  
 ... A classical example is about the retail industry or ... Typ- ically, a record in the sales database describes all the ... such as the transaction time, customer-id, etc ...  
 Cited by 51 - Related Articles - View as HTML - Web Search

**Data mining for hypertext: a tutorial survey** - all 16 versions »  
 S Chakrabarti - ACM SIGKDD Explorations Newsletter, 2000 - portal.acm.org  
 ... catalogs, reviews, newsgroups, medical reports, customer service reports ... topic) relation, and an example (topic, url ... for the Web 9 and database 1° communities ...  
 Cited by 179 - Related Articles - Web Search

**Scalable algorithms for mining large databases**  
 R Rastogi, K Shim - Conference on Knowledge Discovery in Data, 1999 - portal.acm.org  
 ... Example: 98% of people who purchase diapers and baby food also buy beer ... 1 Sample Applications ... bought 1 and 2, in 90% of cases, the customer also bought 3. ...  
 Cited by 7 - Related Articles - Web Search

**[PDF] A Data Mining System for Managing Customer Relationship**

E Ip, K Yada, Y Hamuro, N Kato - Proceedings of the 2000 Americas Conference on Information ..., 2000 - rim.snu.ac.kr

... For example, the P/S Transformer can directly act on ... model, we first divided the sample customer database into a ... set that consists of a random sample of size ...

[Cited by 4](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)

**Data Mining and Forecasting in Large-Scale Telecommunication Networks - all 6 versions »**

R Sasisekharan, V Seshadri, SM Weiss - 1996 - doi.ieeecomputersociety.org

... However, the sample size is large (tens of ... In this example, Scout identifies the problems in the ... in maintaining the network, reduce customer-affecting incidents ...

[Cited by 34](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**Optimization driven data mining and credit scoring - all 5 versions »**

RL Grossman, HV Poor, M Inc, O Park - Computational Intelligence for Financial Engineering, 1996, ..., 1996 - ieeexplore.ieee.org

... An example might be the amount of credit offered a ... To summarize, an object such as a customer has a ... that we exploit all of the data without having to sample. ...

[Cited by 5](#) - [Related Articles](#) - [Web Search](#)

**Data mining applications in BT - all 2 versions »**

RT Scarfe, RJ Shortland - Knowledge Discovery in Databases,[IEE Colloquium on], 1995 - ieeexplore.ieee.org

... historical data from a large sample of representative ... entire debt Page 4 The customer response will ... methods combine the attributes, for example neural networks ...

[Cited by 7](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**CCALLA: Clustering Categorical Attributes into Interesting Association Rules - all 5 versions »**

B Gray, ME Orlowska - ... of Pacific-Asia Conf. on Knowledge Discovery and Data Mining ..., 1996 - Springer

... Item Code example, and a generalised association rule (low income ... Customer Ids not in the left hand side of the ... Due to the random nature of the data generation ...

[Cited by 53](#) - [Related Articles](#) - [Web Search](#) - [BL Direct](#)

**The PanQ tool and EMF SQL for complex data management - all 2 versions »**

D Chatziantoniou - ... conference on Knowledge discovery and data mining, 1999 - portal.acm.org

... A tuple is selected at random among the rows being aggregated (the selection ... Assume that you want to find for each customer, the state on which his ... Example 4.3 ...

[Cited by 3](#) - [Related Articles](#) - [Web Search](#)

**Mining association rules with adjustable accuracy - all 8 versions »**

JS Park, PS Yu, MS Chen - Proceedings of the sixth international conference on ..., 1997 - portal.acm.org

... the transaction data to capture the customer behavior ... Figure 1: An example transaction database for data ... rameters, sample size and relaxation factor, are made ...

[Cited by 33](#) - [Related Articles](#) - [Web Search](#)

**DATA MINING FOR CRM**

K Thearling - DM Direct, 1999 - Springer

... For example, assume that your prospect list (that you ... data vendor in order to add a random sample to the ... Although this circular process (customer interaction ...

[Cited by 3](#) - [Related Articles](#) - [Web Search](#)

**[PDF] Computing iceberg queries efficiently - all 27 versions »**

M Fang, N Shivakumar, H Garcia-Molina, R Motwani, ... - ... of the 24th International Conference on Very Large Data ..., 1998 - search.proquest.com

... customer transactions is small 1, materializing R may not be feasible ... EXAMPLE 2.2 DocumentOverlap Query ... basic idea is as follows: Take a random sample of size ...

Cited by 224 - Related Articles - View as HTML - Web Search - BL Direct

### Method of data mining including determining multidimensional coordinates of each item using a ... - all 3 versions »

CE Meyers, GS Davidson, DK Johnson, BA Hendrickson ... - US Patent 5,967,470, 1999 - freepatentsonline.com  
... as employee and student records, addresses, customer profiles, and ... disk storage system,  
a random access memory ... device 53 can be, for example, a conventional ...

Cited by 12 - Related Articles - Cached - Web Search

### IMPACT OF DECISION-REGION BASED CLASSIFICATION MINING ALGORITHMS ON DATABASE SECURITY - all 5 versions »

T Johnsten - Research Advances in Database and Information Systems ..., 2000 - books.google.com

... For example, this type of description is produced by ... at best forced to make a random guess from n ... Techniques: For Marketing, Sales, and Customer Support, Wiley ...

Cited by 19 - Related Articles - Web Search

### An efficient approach to discovering knowledge from large databases - all 7 versions »

SJ Yen, ALP Chen - 4th Intl. Conf. Parallel and Distributed Info. Systems, ..., 1996 - doi.ieeecomputersociety.org

... patterns in a large database of customer trans- actions. ... these probabilities is 1.  
For example, suppose average ... large itemset, we generate a random real number ...

Cited by 66 - Related Articles - Web Search

### Data Mining and the KESO Project - all 2 versions »

A Siebes - Proceedings of the 23rd Seminar on Current Trends in Theory ..., 1996 - Springer

... Databases are not very often random samples from a population. ... An example of an association rule is, eg, the discovery that if a customer buys diapers he ...

Cited by 4 - Related Articles - Web Search - BL Direct

### [PDF] Hypergraph Based Clustering in High-Dimensional Data Sets: A Summary of Results - all 10 versions »

EHSHG Karypis, V Kumar, B Mobasher - IEEE Bulletin of Technical Committee on Data Engineering, 1998 - maya.cs.depaul.edu

... thousands of variables corresponding to customer transactions ... For example, our algorithm was able to nd ... Three clusters are bad (they contained random ESTs), and ...

Cited by 101 - Related Articles - View as HTML - Web Search

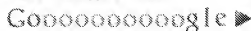
### Sampling strategies for targeting rare groups from a bank customer database - all 3 versions »

JH Chauchat, R Rakotomalala, D Robert - Proceedings of the Fourth European Conference-PKDD, 2000 - Springer

... Keywords: sampling, customer targeting, targeting quality coefficient ... Targeting Coefficient, on an artificial example ... the tree requires small samples to achieve ...

Cited by 2 - Related Articles - Web Search - BL Direct

Key authors: R Agrawal - R Srikanth - M.Chen - U.Fayyad - P.Yu



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customer, sample, random database

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